

WFLX

ORDER

Print Date 10/19/12

Page 1 of 4

Flight Dates 10/23/12-10/29/12

Order Sep 00:15:00

Product

Estimate # 1789

Contract / Revision 838415 /

Priorities USA Action

Alt Order # 06386723

Original Date / Revision

Agency Com	15%
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Billing Type	Cash
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10/19/12 10/19/12

Billing Contact

Order Type	Political
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Advertiser **Priorities USA Action**

1322 G St., SE
Washington, DC 20003

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Agency Mundy Katowitz Media

Demographic A35+

Buying Contact

Sales Office H-DC

Rev Codes	Agency	Political	Pol-Issue
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**1322 G Street SE
Washington, DC 20003**

Sales Region National

Product Codes PL20

Agency Ref

Priority P 1

Advertiser Ref

Primary Account Executive
Will Hilderbrandt

Account Executive	Order%	Start Date	End Date
Will Hilderbrandt	100%		

Order Share %	Market Value
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Competing Station	% of Order	Amount
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DFLX	%
WFGC	%
WPBF	%
WPEC	%
WPPB	%
WPTV	%
WPXP	%
WTCE	%
WTCN	%
WTVX	%
WXEL	%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	29	\$9,494.50	\$11,170.00	0.00	10/01/12	10/28/12	29	\$9,494.50	\$11,170.00
November 2012	4	\$833.00	\$980.00	0.00	10/29/12	10/29/12	4	\$833.00	\$980.00
Totals	33	\$10,327.50	\$12,150.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WFLX	10/26/12	10/26/12	HOW I MET YOUR MOT	Comm	11-1130P	----1--	1:00	1	\$350.00	P 2	0.00	NM	1	\$350.00
				HOW I MET YOUR MOT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	----1--			1		\$350.00		0.00				
E 2	WFLX	10/26/12	10/26/12	STEVE HARVEY	Comm	3-4P	----1--	1:00	1	\$170.00	P 2	0.00	NM	1	\$170.00
				STEVE HARVEY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	----1--			1		\$170.00		0.00				
E 3	WFLX	10/26/12	10/26/12	RICKI	Comm	5-6P	----1--	1:00	1	\$230.00	P 2	0.00	NM	1	\$230.00
				RICKI											



WFLX

Print Date: 10/19/12

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Contract / Revision

838415

Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:15:00

Advertiser Priorities USA Action

Product Priorities USA Action

Estimate # 1789

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 3	WFLX	10/26/12	10/26/12	RICKI RICKI	Comm	5-6P	----1--	1:00	1	\$230.00	P 2	0.00	NM	1	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----1--		1				\$230.00		0.00			
E 4	WFLX	10/26/12	10/26/12	SIMPSONS SIMPSONS	Comm	630-7P	----1--	1:00	1	\$230.00	P 2	0.00	NM	1	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----1--		1				\$230.00		0.00			
E 5	WFLX	10/26/12	10/26/12	MORNING NEWS 7A FOX 29 MORNING NEWS	Comm	7-8A	----1--	1:00	1	\$350.00	P 1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----1--		1				\$350.00		0.00			
E 6	WFLX	10/26/12	10/26/12	MORNING NEWS 8A FOX 29 MORNING NEWS	Comm	8-9A	----1--	1:00	1	\$350.00	P 1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----1--		1				\$350.00		0.00			
E 7	WFLX	10/26/12	10/26/12	MAURY 9A MAURY POVICH	Comm	9-10A	----1--	1:00	1	\$290.00	P 2	0.00	NM	1	\$290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----1--		1				\$290.00		0.00			
E 8	WFLX	10/29/12	10/29/12	TMZ TMZ	Comm	1130P-12A	1-----	1:00	1	\$290.00	P 2	0.00	NM	1	\$290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----		1				\$290.00		0.00			
E 9	WFLX	10/29/12	10/29/12	OFFICE OFFICE	Comm	12-1230A	1-----	1:00	1	\$170.00	P 2	0.00	NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----		1				\$170.00		0.00			
E 10	WFLX	10/29/12	10/29/12	FOX 29 NEWS FIRST AT FOX 29 NEWS FIRST AT	Comm	4-430P	1-----	1:00	1	\$290.00	P 1	0.00	NM	1	\$290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----		1				\$290.00		0.00			
E 11	WFLX	10/29/12	10/29/12	EXTRA EXTRA	Comm	430-5P	1-----	1:00	1	\$230.00	P 2	0.00	NM	1	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----		1				\$230.00		0.00			
E 12	WFLX	10/27/12	10/27/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	-----1-	1:00	1	\$2,170.00	P 1	0.00	NM	1	\$2,170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1-		1				\$2,170.00		0.00			
E 13	WFLX	10/27/12	10/27/12	MASTERCHEF MASTERCHEF	Comm	11P-12A	-----1-	1:00	1	\$290.00	P 2	0.00	NM	1	\$290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1-		1				\$290.00		0.00			
E 14	WFLX	10/28/12	10/28/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	-----1	1:00	1	\$2,170.00	P 1	0.00	NM	1	\$2,170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1		1				\$2,170.00		0.00			
E 15	WFLX	10/25/12	10/25/12	TEN O'CLOCK NEWS DE TEN O'CLOCK NEWS DE	Comm	1-2A	---1---	1:00	1	\$120.00	P 2	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



WFLX

Print Date: 10/19/12

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Contract / Revision

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Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

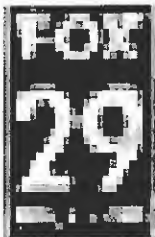
Order Sep 00:15:00

Advertiser Priorities USA Action

Product Priorities USA Action

Estimate # 1789

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 15	WFLX	10/25/12	10/25/12	TEN O'CLOCK NEWS DE TEN O'CLOCK NEWS DE	Comm	1-2A	---1---	1:00	1	\$120.00	P 2	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---					1	\$120.00		0.00			
E 16	WFLX	10/25/12	10/25/12	MAURY 10A MAURY POVICH	Comm	10-11A	---1---	1:00	1	\$290.00	P 2	0.00	NM	1	\$290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---					1	\$290.00		0.00			
E 17	WFLX	10/25/12	10/25/12	OFFICE OFFICE	Comm	12-1230A	---1---	1:00	1	\$170.00	P 2	0.00	NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---					1	\$170.00		0.00			
E 18	WFLX	10/25/12	10/25/12	WENDY 2P WENDY WILLIAMS	Comm	2-3P	---1---	1:00	1	\$170.00	P 2	0.00	NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---					1	\$170.00		0.00			
E 19	WFLX	10/25/12	10/25/12	RAYMOND RAYMOND	Comm	6-630P	---1---	1:00	1	\$230.00	P 2	0.00	NM	1	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---					1	\$230.00		0.00			
E 20	WFLX	10/25/12	10/25/12	MORNING NEWS 7A FOX 29 MORNING NEWS!	Comm	7-8A	---1---	1:00	1	\$350.00	P 1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---					1	\$350.00		0.00			
E 21	WFLX	10/23/12	10/23/12	TEN O'CLOCK NEWS DE TEN O'CLOCK NEWS DE	Comm	1-2A	-1-----	1:00	1	\$120.00	P 2	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-1-----					1	\$120.00		0.00			
E 22	WFLX	10/23/12	10/23/12	MAURY 10A MAURY POVICH	Comm	10-11A	-1-----	1:00	1	\$290.00	P 2	0.00	NM	1	\$290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-1-----					1	\$290.00		0.00			
E 23	WFLX	10/23/12	10/23/12	HOW I MET YOUR MOT HOW I MET YOUR MOT!	Comm	11-1130P	-1-----	1:00	1	\$350.00	P 2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-1-----					1	\$350.00		0.00			
E 24	WFLX	10/23/12	10/23/12	EXTRA EXTRA	Comm	430-5P	-1-----	1:00	1	\$230.00	P 2	0.00	NM	1	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-1-----					1	\$230.00		0.00			
E 25	WFLX	10/23/12	10/23/12	RAYMOND RAYMOND	Comm	6-630P	-1-----	1:00	1	\$230.00	P 2	0.00	NM	1	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-1-----					1	\$230.00		0.00			
E 26	WFLX	10/23/12	10/23/12	MORNING NEWS 8A FOX 29 MORNING NEWS!	Comm	8-9A	-1-----	1:00	1	\$350.00	P 1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-1-----					1	\$350.00		0.00			
E 27	WFLX	10/24/12	10/24/12	TMZ TMZ	Comm	1130P-12A	--1----	1:00	1	\$290.00	P 2	0.00	NM	1	\$290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WFLX

Print Date: 10/19/12

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Contract / Revision 838415 Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:15:00

Advertiser Priorities USA Action Product Priorities USA Action

Estimate # 1789

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 27	WFLX	10/24/12	10/24/12	TMZ TMZ	Comm	1130P-12A	--1----	1:00	1	\$290.00	P 2	0.00	NM	1	\$290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--1----					1	\$290.00		0.00			
E 28	WFLX	10/24/12	10/24/12	WENDY 2P WENDY WILLIAMS	Comm	2-3P	--1----	1:00	1	\$170.00	P 2	0.00	NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--1----					1	\$170.00		0.00			
E 29	WFLX	10/24/12	10/24/12	STEVE HARVEY STEVE HARVEY	Comm	3-4P	--1----	1:00	1	\$170.00	P 2	0.00	NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--1----					1	\$170.00		0.00			
E 30	WFLX	10/24/12	10/24/12	FOX 29 NEWS FIRST AT FOX 29 NEWS FIRST AT	Comm	4-430P	--1----	1:00	1	\$290.00	P 1	0.00	NM	1	\$290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--1----					1	\$290.00		0.00			
E 31	WFLX	10/24/12	10/24/12	RICKI RICKI	Comm	5-6P	--1----	1:00	1	\$230.00	P 2	0.00	NM	1	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--1----					1	\$230.00		0.00			
E 32	WFLX	10/24/12	10/24/12	SIMPSONS SIMPSONS	Comm	630-7P	--1----	1:00	1	\$230.00	P 2	0.00	NM	1	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--1----					1	\$230.00		0.00			
E 33	WFLX	10/24/12	10/24/12	MAURY 9A MAURY POVICH	Comm	9-10A	--1----	1:00	1	\$290.00	P 2	0.00	NM	1	\$290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--1----					1	\$290.00		0.00			
													Totals	33	\$12,150.00

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WFLX, West Palm Beach, FL	Date: 9.11
--	---

I, Mundy Katowitz Media
do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	WFLX # # #	814471 838415 838404	7658.50 10327.50 1232.50		

Total Charges:	19218.50 net
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This broadcast time will be used by: Priorities USA Action

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
 ☒ No

For programming that “communicates a message relating to any political matter of national importance,” list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

--

For programming that “communicates a message relating to any political matter of national importance,” attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Priorities USA Action, 1101 15th St NW, 2nd Floor, Washington, DC 20005; Greg Speed, Treasurer

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ~~ISSUE~~ ADVERTISER

Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted
 ☐ Accepted in Part
 ☐ Rejected





Signature
 Printed Name
 Title



**PAID POLITICAL
BROADCAST AVAIL REQUEST**

TO: John Heislman	STATION: WFLX
FROM: Will Hildebrandt	HRP OFFICE: Washington DC

REQUEST RECEIVED FROM	DATE 8/28/12
BUYER: Casey Bessette	
AGENCY: Mundy Katowitz	
ADDRESS: 1322 G St SE Washington DC 20003	
PHONE #: 202 675 6936	
FAX #: 202 675 6929	
OTHER:	

AVAILS FOR	ISSUE
COMMITTEE: Priorities USA	
CHAIRPERSON:	
TREASURER: Greg Speed	
ADDRESS: 1101 15 th Street, 2 nd Floor Washington, DC 20005	
PHONE #:	
FAX #:	
OTHER:	

FOR
CANDIDATE: ISSUE
OFFICE:
PARTY: Democrat

DAYPARTS: All	
SCHEDULE DATES: As Ordered	
COMMERICAL LENGTH: :30	
PROGRAMS: All	
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	